

1           1. A method comprising:  
2                 allowing the use of a first content on a content  
3 receiver;  
4                 automatically interrupting the use of the first  
5 content; and  
6                 causing the receiver to temporarily replace the  
7 first content with second content.

1           2. The method of claim 1 including receiving said  
2 first and second content over a broadband distribution  
3 system.

1           3. The method of claim 2 including receiving  
2 television programming.

1           4. The method of claim 1 wherein temporarily  
2 replacing the first content with the second content  
3 includes periodically replacing the first content with the  
4 second content.

1           5. The method of claim 4 including replacing said  
2 first content with advertising content.

1           6. The method of claim 1 including receiving digital  
2 content and demodulating said content.

1           7. The method of claim 6 including parsing content  
2 and control information.

1           8. The method of claim 7 wherein parsing content from  
2 control information includes parsing from said content,  
3 instructions for determining when said content may be  
4 interrupted.

1           9. The method of claim 7 including receiving  
2 instructions from a back channel for controlling the  
3 interruption of said content.

1           10. The method of claim 1 including receiving  
2 encrypted content and controlling the decryption of said  
3 content to prevent theft of said content.

1           11. An article comprising a medium for storing  
2 instructions that enable a processor-based system to:  
3                 allow the use of a first content on the system;  
4                 automatically interrupt the use of the first  
5 content; and  
6                 cause the system to temporarily replace the first  
7 content with second content.

1           12. The article of claim 11 further storing  
2 instructions that enable a processor-based to receive said

3       first and second content over a broadband distribution  
4       system.

1           13. The article of claim 12 further storing  
2       instructions that enable a processor-based system to  
3       receive television programming.

1           14. The article of claim 11 further storing  
2       instructions that enable a processor-based system to  
3       periodically replace the first content with the second  
4       content.

1           15. The article of claim 11 further storing  
2       instructions that enable a processor-based system to  
3       receive digital content and to demodulate said content.

1           16. The article of claim 15 further storing  
2       instructions that enable a processor-based system to parse  
3       content from control information.

1           17. The article of claim 16 further storing  
2       instructions that enable a processor-based system to parse  
3       from said content, instructions for determining when said  
4       first content may be interrupted.

1           18. The article of claim 16 further storing  
2 instructions that enable a processor-based system to  
3 receive instructions from a back channel for controlling  
4 the interruption of said content.

1           19. The article of claim 11 further storing  
2 instructions that enable a processor-based system to  
3 receive encrypted content and control the decryption of  
4 said content to prevent theft of said content.

1           20. A system comprising:  
2                 a receiver that receives the transmission of a  
3 first and second content, said receiver including a shell;  
4                 an encrypted cache coupled to said receiver; and  
5                 said shell coupled to said cache to allow the use  
6 of first content received by said receiver, automatically  
7 interrupt the use of the first content, and temporarily  
8 replace the first content with second content.

1           21. The system of claim 20 wherein said system is a  
2 television receiver.

1           22. The system of claim 20 coupled to a back channel  
2 for receiving instructions about when to replace the first  
3 content with the second content.

1           23. The system of claim 20 including a device that  
2 parses content from instructions for replacing said first  
3 content with said second content.

1           24. The system of claim 23 wherein said device also  
2 parses instructions for how to store said first and second  
3 content.

1           25. The system of claim 20 wherein said shell  
2 periodically replaces the first content with the second  
3 content.

1           26. The system of claim 20 wherein said receiver  
2 includes a tuner that tunes to a digital channel and  
3 demodulates said first and second content.

1           27. The system of claim 20 wherein said receiver  
2 parses said first and second content from control  
3 information.

1           28. The system of claim 27 wherein said receiver  
2 parses from said first and second content, instructions for  
3 determining when said first content may be interrupted.

1           29. The system of claim 20 wherein said shell  
2 controls the decryption of said first content to prevent  
3 theft of said first content.

1           30. The system of claim 24 including content guide  
2 software that receives interruption instructions for  
3 interrupting said first content and replacing it with said  
4 second content.